

Industry Overview



SAP® FOR TELECOMMUNICATIONS

THE BEST-RUN BUSINESSES RUN SAP



**DESIGNED FOR YOUR INDUSTRY.
SCALED TO YOUR BUSINESS.
READY FOR YOUR FUTURE.**

You don't run a generic business. So why use generic solutions?

SAP® for Telecommunications is a portfolio of solutions that are tailored to the specific standards, processes, and challenges of the telecommunications industry. So they are built to fit the way you do business. They deliver rich functionality and productivity-building tools throughout your organization. And they help you adopt best practices that we've developed in over 30 years of working with industry leaders from around the world.

Because they're modular in nature, SAP for Telecommunications solutions give you the flexibility to select the building blocks you need and implement them quickly. So you can start earning a rapid return on investment.

And because they offer easy integration and virtually unlimited scalability, SAP for Telecommunications solutions are an investment you can't outgrow.

DEREGULATION, GLOBALIZATION, BROADBAND, E-BUSINESS: STAY AHEAD OF THE GAME WITH SAP FOR TELECOMMUNICATIONS



The last few years have seen two major revolutions shake your industry. Deregulation has led to intense competition – for every customer, every service, and even every call. At the same time, emerging technologies like broadband, mobile communications, and the Internet have transformed not only your service and product offerings, but the very way you do business.

You need to juggle numerous challenges. How can you increase your market share in today's ultra-competitive environment? How can you successfully integrate e-business with your existing operations? How can you make the most of new potential sources of revenue? Wouldn't it be nice if there were a single answer to all these questions? There is: SAP® for Telecommunications.

SAP for Telecommunications is an end-to-end portfolio of solutions, applications, and services tailored to meet the needs of the telecommunications industry. It integrates your entire business on a coherent platform, streamlining your existing operations and introducing efficient, future-proof business functions. SAP's portfolio for telecom enterprises of all types and sizes includes an unsurpassed range of industry-specific function, with support for convergent billing, receivables management, and customer relationship management (CRM).

SAP for Telecommunications combines cutting-edge solutions for the telecom markets of today and tomorrow with SAP solid industry-specific and general business expertise, helping you to grow your markets, survive the struggle, and become a success story.

DISCOVER THE POWER OF SAP FOR TELECOMMUNICATIONS



mySAP™ Business Suite is a family of solutions that empowers employees, customers, and partners to collaborate successfully – anywhere, anytime. SAP has tailored the mySAP Business Suite to handle the very specific needs of the telecommunications industry. The result is SAP for Telecommunications.

No other provider can deliver the degree of business expertise that SAP brings to telecommunications. Think of SAP for Telecommunications as a two-part approach to making your business run better. Part one is a set of mySAP Business Suite enhanced solutions to meet the needs of telecom companies. Part two is a bundle of tools and components designed specifically for the telecom industry. A fully integrated, one-two punch provides you with end-to-end business processes.

mySAP™ BUSINESS SUITE SOLUTIONS FOR TELECOMMUNICATIONS

mySAP™ Customer Relationship Management (mySAP™ CRM) delivers state-of-the-art marketing, sales, and service features for all interaction channels, helping you find, attract, and retain customers. It allows you to target sales and service strategies effectively while accurately monitoring costs. End-to-end integration means you have consistent information across all customer-facing processes and all channels at all times, from call centers to Web sites and sales representatives. The solution also encompasses comprehensive contract and order management, service provisioning, and service assurance.

mySAP™ Business Intelligence (mySAP™ BI) supplies information tailored to your industry, your company, and the needs of your knowledge workers. It can capture data from practically any source, and provides powerful tools for reporting and analysis. mySAP BI delivers specific business content to support every area of your business – from sales and marketing, to network operations, to financial planning and corporate strategy.

mySAP™ Supply Chain Management (mySAP™ SCM) integrates your extended supply chain to deliver real business advantages. It allows you to collaborate directly with customers and partners in both buying and selling relationships, sharing information and raising productivity.

mySAP™ Marketplace provides a collaborative platform for virtual business communities. It enhances knowledge acquisition and process integration across company boundaries. mySAP Marketplace offers enormous potential for improving business relationships. Use it to turn linear, serial supply chains into collaborative communities. Take advantage of private and secure online exchanges.

mySAP™ Enterprise Portal gives you personalized access to information, applications, and services inside and outside the enterprise – anywhere, anytime. mySAP Enterprise Portal comes ready to run with generic roles, or you can create customized roles to fit the broad range of positions and tasks associated with the telecom industry. Everyone in your value chain – employees, customers, shareholders, suppliers, regulation agencies – can use the portal with appropriate security features.

SAP FOR SPECIFIC CAPABILITIES

The telecom revenue management – contract accounting capabilities have been developed to meet the specialized accounting needs of telecom companies like yours. Key features include support for large numbers of customer accounts, customer hierarchies, and automation of critical processes.

You can tailor the standard functions to precisely match your organization's needs. The solution integrates different types of payments, and it handles dunning, installment plans, interest calculation, deferrals, returned items, and correspondence. The solution includes interfaces to billing systems and the general ledger, drastically reducing the time needed for implementation.

The telecom revenue management – convergent invoicing capabilities make it simple to enhance existing billing systems with convergent billing capabilities. You can create a single invoice that includes all products and services provided to customers – fixed and mobile services, pay TV, Internet access, and equipment rental, installation, and maintenance. It also handles third-party billing, cross-product discounts, and billing on demand. Tight integration with the accounting functions increases the flexibility of the billing process.

THE BENEFITS FOR YOUR TELECOMMUNICATIONS BUSINESS

SAP for Telecommunications is the result of SAP's extensive experience with your industry coupled with the latest Internet technology. The result is an industry portfolio that allows your business to realize its full potential:

- Establish efficient, end-to-end business processes, integrating and increasing your control over the entire value chain
- Leverage industry-specific features – from customer relationship management to supply chain management to billing and collections – as over 425 telecommunications companies are already doing
- Take advantage of a solution suitable for all communications enterprises, whether your core business is fixed or mobile communication services, Internet, or application service provision
- Implement a business solution that meets your current needs and your customers' expectations and is technologically prepared for the future
- Use the Web to improve collaboration within your company and with your partners
- Manage customer relationships more effectively, increasing loyalty and exploiting new opportunities
- Empower your employees with customizable, role-based functions
- Improve decision-making capabilities by converting information to knowledge

FROM THE PHONE LINE TO THE BOTTOM LINE



SAP for Telecommunications is an important investment in your company's future, delivering a faster, bigger return in a variety of ways:

- Streamline business processes across the enterprise saving time and money
- Take advantage of low total cost of ownership
- Manage customer revenue streams effectively and efficiently
- Exploit existing revenue streams to the fullest
- Identify and exploit new sources of revenue ahead of the competition
- Reduce costs by collaborating over the Web with key business partners
- Win new customers in established and new market segments
- Increase customer loyalty and revenue per customer by delivering personalized products and services
- Achieve greater cost transparency and control
- Reduce the number of expensive legacy applications and their interfaces

SAP for Telecommunications is the world's leading portfolio for your industry. No other offering allows you to utilize the Internet for as many business processes. No other offering includes as many state-of-the-art, industry-specific features. SAP for Telecommunications will quite simply put you ahead of the field.

For more information on how this unique industry portfolio can help your company achieve your goals for customer satisfaction and profitability, visit our Web site at www.sap.com/telecommunications

COMPARE FEATURES AND BENEFITS, AND YOU'LL CHOOSE SAP FOR TELECOMMUNICATIONS

FEATURE	BENEFIT
End-to-end business processes	<ul style="list-style-type: none"> ■ Ensure enterprise-wide efficiency and transparency ■ Enhance collaboration with business partners
Industry-specific accounts receivables and convergent invoicing	<ul style="list-style-type: none"> ■ Leverage telecom-specific accounting features ■ Simplify and streamline complex billing processes ■ Increase competitiveness via multiproduct billing and cross-product discounting ■ Protect investment in existing prebilling systems while introducing new invoicing functions
Customer relationship management	<ul style="list-style-type: none"> ■ Increase customer loyalty ■ Realize opportunities for cross-selling and up-selling ■ Effectively manage the entire customer relationship cycle ■ Manage customer contracts and orders more flexibly and efficiently ■ Reduce implementation and operating cost through built-in integration to financials and logistics systems
Integrated data warehousing	<ul style="list-style-type: none"> ■ Gather information from any and all internal and external sources ■ Improve your marketing and sales capabilities ■ Provide each of your employees with the reporting and analysis capabilities they need ■ Enhance your decision-making ability
Personalized role-based user interface	<ul style="list-style-type: none"> ■ Take advantage of preconfigured roles for rapid personal productivity and high user acceptance ■ Empower even occasional users with the easy-to-learn, easy-to-use mySAP Enterprise Portal ■ Adapt user interfaces precisely to your employees' and your company's needs ■ Increase employee efficiency and job satisfaction
Scalability	<ul style="list-style-type: none"> ■ Deploy in your enterprise – no matter what its size ■ Grow your solution as you grow your business
Open interfaces	<ul style="list-style-type: none"> ■ Integrate all your old and new solutions to create a single, comprehensive environment ■ Incorporate the latest technological innovations as they emerge ■ Combine SAP and non-SAP software in a cost-efficient way

www.sap.com/contactsap

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